

ALCOHOL EDUCATION IS NO TWO WAY STREET!

Alcohol education is a \$250,000,000 annual business for the producers of alcoholic beverages. Temperance forces have spent an estimated \$2,000,000 only to tell their story. This information from Voice, temperance organ of the Methodist Church, would seem to underline the uneven propaganda which is apparent in radio, television, newspapers and magazines.

The alcoholic beverage industry's "dollar witness" for its program is much in evidence in a recent issue of the trade journal, *Editor and Publisher*. Producers of Lord Calvert, for example, are spending an undisclosed amount of money this fall to win friends through advertisements in 500 newspapers and magazines. Mr. E. E. Gattenberg, vice president, announced the program titled "New Friends of Lord Calvert" will be patterned after the well known "Men of Distinction."

Noted local journalists, business and professional men will be featured in a "prestige" approach which is expected to enlarge Lord Calvert's circle of friends.

Fresh evidence that the company's national program is successful was in figures of expected 1955 sales of distilled spirits, namely a total of 1,000,000 gallons. Also, the skyrocketing Christmas gift business for the entire industry revealed the fact that "U. S. businessmen alone spend over \$2,000,000,000 on Christmas gifts."

Turn to the pages of *Editor and Publisher* and you will find more education; this time for beer. "Beer is the main item on the alcoholic beverage advertising carried by New York City's mass dailies," we are informed, because in the first six months of 1955 the city papers ran 1,624,000 lines of beer, liquor, and wine copy. The 'head' consisted of 646,530 lines of beer production. No correlative dollar value is given for this beer education in New York.

The Power of Suggestion

On the same page Anheuser-Busch reports a plan to cooperate with 40 food and beverage companies in the American Dairy Association to promote October as Cheese Festival month. The publishers' magazines say that "Anheuser-Busch will run newspaper, trade and consumer magazine advertising and devote commercial space during its Bill Stern 'Sports Today' ABC radio show to pre-sell the public on buying both Budweiser and Pilsener."

October is a busy month it would appear since it also includes National Wine Week, October 15-22, promoted by the Wine Advisory Board. The board has allocated more than \$500,000 in national advertising to get across the message "California wines mark up your meals two ways—in your cooking, on your table."

A review of trade data in *Editor and Publisher* in August, or almost any other month, is convincing evidence

(Continued on page 3)

ROBERT FANGMEIER JOINS STAFF

It is with genuine pleasure we announce that Mr. Robert A. Fangmeier has joined the staff of the Department of Social Welfare to serve as Director of Citizenship. The board of trustees of The United Christian Missionary Society announced their appointment of Mr. Fangmeier, September 20, 1955 upon which he immediately assumed his responsibilities. As we go to press, therefore, Mr. Fangmeier is already at work in the area of his service which includes the development of a program of education and action in the fields of citizenship, alcohol and narcotics, world order and peace.

Mr. Fangmeier is no stranger to the Disciples of Christ. He has long been an active Disciples of Christ layman in Ohio and the combined experiences of his local church membership, chosen profession, and academic preparation mean that he comes well prepared to serve the churches of the brotherhood in the special areas named. His BS and MA degrees were earned in the field of Political Science and Public Administration at the American University, Washington, D. C. A long-standing interest and concern in the areas of his newly accepted responsibilities are also reflected in the subject matter of his Master's thesis, namely, "The Influence of the Churches on Certain Governmental Problems."

Mr. Fangmeier comes to serve the churches of the brotherhood with a valuable background of professional experience which includes both editorial and public relations appointments. For example, he served as Managing Editor of the *Church Management* magazine worked as reporter and Associate Editor of *Railway Report for Executives* a publication of The Bureau of National Affairs, Washington,

(Continued on page 3)

Is There Any Stopping Point?

A few years ago the U. S. Chief of Chaplains addressing the Denver convocation of the National Council of Churches reminded delegates that the most important educational institution in America was to be found in the training program of our armed services. Just recently we have had a bit more light shed upon the nature of the courses offered as the magazine, *Newsweek* described the training program of the Air Force Survival School at Stead Air Base in Nevada.

Here it seems that men (some 29,000 of them so far) are subjected to "pressures that fall short of breaking minds and bodies" in an effort to teach them (1) how to survive in enemy country and (2) how to resist interrogation if captured.

"Curriculum for Survival"

Some reports of "the curriculum" describe it as so brutal and exhausting that "men collapsed on the ground and cried" after experiencing it.

(Continued on page 4)

A Hope Realized . . .

. . . A Dream Come True

On Monday, September 26 at 8:00 A. M. the hopes and dreams of 1,118 immigrants were finally realized. The General W. C. Langfitt arrived at Pier 86, Forty-sixth Street and the Hudson River in New York bringing people from Europe to a new life among Christian peoples who had offered them sanctuary.

Among the 1,118 people arriving was Mrs. Wilma Ribitch, sponsored by Mr. Morris Elliott and the Central Christian Church in Connersville, Indiana. Mr. Ray Montgomery, Minister. Mrs. Ribitch was born in Belgrad where she had her primary and secondary schooling. She was then apprenticed as a lady's tailor and later worked in her profession.

Mrs. Ribitch's story of coming to the United States really goes back to December 23, 1951 when her brother Johann Dorth and his family arrived in Connersville, Indiana. While the Dorths were on their way to the United States Mr. Montgomery, minister of the church, heard of them and their need for a sponsor. When the church learned of the need they overwhelmingly voted to sponsor the family and were ready for them when they arrived a week later. This same church had already provided the opportunity

(Continued on page 4)

SOCIAL ACTION NEWS-LETTER

Published monthly, except for joint July-August issue, by the Department of Social Welfare. The United Christian Missionary Society, 222 South Downey Avenue, Indianapolis 7, Indiana.

Subscription price 50c per year, \$1.00 for two years. Entered as second class mail matter September 2, 1943, at Indianapolis, Indiana, under the Act of March 3, 1879.

Editorial Staff

Barton Hunter Lewis H. Deer
Ruth E. Milner Loisanne Buchanan

The opinion and points of view expressed in the publication are those of the editors and do not necessarily represent The United Christian Missionary Society.

NATIONAL CONFERENCE ON THE CHURCHES AND SOCIAL WELFARE

Eighty-five Disciples of Christ delegates are now making their plans to attend the first National Conference on the Churches and Social Welfare sponsored by the National Council of Churches and scheduled for November 1-4, 1955 in Cleveland, Ohio.

The purpose of the conference is to study and evaluate the present activity of the churches in the field of social welfare. It will be concerned not only with the work of church related institutions and programs but also with the responsibility of the churches in supporting, interpreting, criticizing and guiding community sponsored social welfare projects.

The Topic of Discussion

The Church as a Social Conscience in the "Community" is one of the topics of special interest to be considered in the conference. Twenty discussion groups taking up topics of equal interest and importance will provide the delegates with an opportunity of sharing their experience and thinking with members of other churches and professional fellowships.

A special dinner for Disciples delegates and Cleveland pastors is being arranged by Mr. Lawrence Maines, Executive Secretary of the Cleveland Disciples Union during the conference. It will be held at the Franklin Circle Christian Church.

Juvenile Delinquency .

Pornographic literature, radio and television, and lack of employment opportunities, were listed as major causes of juvenile delinquency by the Kefauver committee in a report to the United States Senate.

The report said that approximately 1,500,000 children came into conflict with the law in 1954 and that children under 21 commit 72.6 percent of all auto thefts; 62.9 percent of all burglaries; 36.1 percent of all

(Continued on page 3)

STRIKE ISSUES DISCUSSED

What can a church do about a labor-management dispute? Here is a report of what one adult class did in Little Rock in the midst of a transit strike.

On June 22 the labor union representing the employees of the Capitol Transit Company, Little Rock, called a strike in a dispute with its employers. The company soon hired non-union personnel and since that time has operated buses on a limited basis.

In this dispute the issues appeared to be complex and obscure.

A Responsible Awareness

Believing that it is a responsibility of the church to be concerned about moral issues in its community, the Forum Class of Pulaski Heights Christian Church, Little Rock, taught by Forrest Rozzell, sought to find the facts upon which moral decisions and judgments should be based.

They devoted four class sessions to the problem. The first Sunday they spent the time in discussing why the church and Christians in particular should be concerned about such matters as labor disputes.

The second Sunday, Henry Woods, legal counsel for the union presented the union's case. The third Sunday, Eugene Warren, legal counsel for the transit company, along with the company's president and vice-president, presented the company's views. When the parties to the dispute appeared before the class members refrained from entering into the dispute but sought only to obtain information. Both parties expressed delight in finding a church group concerned about their problems.

After both sides had been heard the class then spent its fourth session seeking to clarify the issues in the light of the previous discussion and the Christian gospel.

The experience of this class is an excellent fulfillment of the resolution passed by the International Convention of the Disciples of Christ which resolves:

"That we call upon the members of Christian Churches in communities where labor tensions exist to exert every effort to uphold the constitutional rights of assembly, of speech, and of the press, and to lend their efforts to providing a place and leadership for fair and open discussion."

COLBERT S. CARTWRIGHT

HEIFER PROJECT, INC. PLANS FOR MISSISSIPPI

Heifer Project in cooperation with Prentiss Institute in Mississippi has formulated a plan to help change cotton farmers into dairy farmers.

The school is located in Jefferson Davis County which is a section of small independent farm and home owners. Negroes make up 50% of the farmers in the county who are now facing the very real possibility of losing their hard won farms because of the cotton controls developed by the U. S. Government. Already many farmers have been forced to give up and move to the city in an effort to seek a source of steady income. Also, there is a milk shortage in this country. Many children suffer from dietary deficiencies which milk would eliminate. While the Government will alleviate the situation of the hardship cases on an emergency basis, a permanent solution must come from more intelligent use of the land and better livestock enterprises. If a substitute economy can be developed, these people will be able to remain in the community on their own land.

Prentiss Institute is a nonsectarian high school and junior college with a current enrollment of 812. Located in the hill country of Mississippi the school enjoys an excellent reputation in the community. Ninety-five percent of the student body come from rural homes. The Institute, which has developed a plan to assist in solving this situation, offers its staff and resources to put the plan into action.

The Plan

1. Carefully selected farmers will be supplied with a heifer on the basis of need and ability to provide adequate care, and initiative to use this project as a means to improve their living conditions.
2. Each farmer will agree to return the first normal heifer calf for redistribution. Each farmer must agree to observe for five years recommended practices of breeding, of pasturing, feeding, disease and parasite control.
3. It is further proposed that a foundation herd be maintained at the Prentiss Institute for training boys and girls to care for and appreciate good dairy cattle.
4. The farmers will be asked to cooperate with a program of herd development, meet necessary public health and sanitation regulations, looking forward toward the cooperative marketing of grades A and C milk and the future possibility of processing milk.
5. The Prentiss Institute

(Continued on page 3)

Alcohol Education—No Two Way Street

(Continued from page 1)

...that dollar-wise alcohol education is hardly a two-way street. The alcohol industry has by far the best of it. Daily its message is pounded into the consciousness of young people and gets through every conceivable medium. By the end of the 1955-56 campaign there will be few Americans who are unacquainted with Lord Calvert's "New Friends."

Alcohol education, for the prevention of alcoholism, is carried on by churches, temperance groups, and scientific foundations. It would be a mistake to underestimate their long-run influence despite the modest budget they devote to this work. At the same time it also would be a mistake to expect them with the limited funds available to counteract successfully a \$250,000,000 educational campaign by the alcohol industry planned to shape the mind of American toward drinking.

What Do You Know?

Beside from the few who closely follow temperance literature, how many Americans are acquainted with the estimates by the Yale School of Alcohol Studies that there are 4,000,000 alcoholics and 3,000,000 problem drinkers in this country?

And how many Americans have stopped to consider that these 7,000,000 out-of-control drinkers affect the lives of about 30,000,000 other people—wives, husbands, fathers and mothers, sons and daughters?

Another liquor literacy test question might concern the prevalence of alcoholism as against other diseases. The answer is that alcoholism is 5.5 times more prevalent than cancer, 3.2 times more prevalent than tuberculosis, and 8 times more prevalent than polio. The totals for the latest 12 month period are as follows: cancer, 711,000; tuberculosis, 1,200,000; polio, 38,000; alcoholism, 3,876,000.

Whose Headache Is It?

You might also test the influence of temperance education by asking Mr. Average American whether he has heard of the protest by airline pilots and stewardesses against the serving of liquor on commercial flights. The practice of serving cocktails on board planes, unheard of before World War I, has been adopted by many American airlines to "meet competition." Recently the Air Line Stewards and Stewardesses Association went on record opposing the practice "in the interest of the safety of the flying public." The Air Line Pilots Association likewise opposes any drinking aloft, claiming pilots shouldn't have to play the role of a bartender to people who have been drinking. Even some air line executives say plaintively, "we wish the idea

had never come up. It's just been one big headache. If only the air lines could get together and agree to stop, we'd be ready tomorrow."

The plight of the air line executive who wants to eliminate the serving of liquor aloft is symbolic. He would like to quit the practice but there is little public opinion to support him.

How many of "your friends" would you say were acquainted with temperance facts about alcohol compared with those quite familiar with Lord Calvert's effort to replace "men of distinction" with "new friends."

ROBERT A. FANGMEIER

Robert Fangmeier

(Continued from page 1)

D. C. (BNA having been originally organized by Mr. David Lawrence of U. S. News and World Report) and he served as public relations person for CARE, Inc., in Washington, D. C.

Mr. Fangmeier is well acquainted with the Department's program having served as an active and helpful member of its World Order Commission which was organized and functioned in the years immediately following World War II. More recently the Department is indebted to him for invaluable service he has rendered in part-time assistance given to screen and select program materials for inclusion in the Department's program service of CAPRA (Christian Action Program Resource Associates).

His wife, Mrs. Julia Strain Fangmeier is an ordained minister of the Disciples of Christ having earned her AB degree from Indiana University and her BD from Yale Divinity School. While doing undergraduate study she served as secretary to the Indiana Director of Religious Education, UCMS and later served as Minister of Religious Education at Heights Christian Church, Cleveland, Ohio. At present she is teaching English and drama at the John Marshall High School in Cleveland.

At present Mr. and Mrs. Fangmeier are active members of Lakewood Christian Church, Cleveland serving as co-chairman of the Devotional Life Committee of the church.

And so, may we repeat that it gives us real pleasure to welcome Mr. and Mrs. Robert A. Fangmeier into the Department's staff family and at the same time announce to the churches the fact that Mr. Fangmeier comes to serve in three special areas of social education and action: three areas in which there has been a steady and increased demand for program aids from our churches and the brotherhood generally.

Heifer Project, Inc.

(Continued from page 2)

tute will serve as over-all advisor and agent for the project. A committee of citizens, appointed by the Institute, who will work with the school and county agriculture teachers and leaders and exercise active control of the project.

Program Direction

The first committee of control will be composed of the Agricultural County Agent, the Institute Teacher of Vocational Agriculture, the President of the County Farm Bureau and two advisory members, the White County Agent, and a member of the Institute staff. The three active members of the committee will exercise control of the project; the two advisory members will make suggestions as to policy. It is further proposed that all participating farmers will be organized into a democratic group for self determination of the means to be employed in shaping and improving their economy and social life.

Heifer Project Requests That—

1. At Prentiss Institute a foundation herd of ten heifers be placed for training students in animal husbandry. This would enable the students to be better prepared to take care of cattle at home. 2. Twenty-five heifers be designated for distribution among the farmers. 3. Jerseys and Guernseys are most suitable for this particular community.

Heifer Project recognizes this program which has long range effects, as an opportunity to be of service to Prentiss Institute and the people of Jefferson Davis County.

Persons who are interested in this positive, constructive plan of good will and want to join in bringing about its implementation, either through gifts of animals or financial assistance should write directly to Heifer Project, Inc., New Windsor, Maryland.

RUTH E. MILNER

Juvenile Delinquency

(Continued from page 2)

reported rapes. The report also emphasized that "of all those arrested for violation of the liquor laws, 1 in 4 is a juvenile."

Senator Estes Kefauver estimated that trade in pornography aimed at children exceeded \$4 million a year and said there are indications "that the real traffic in pornography may run higher than half a billion annually."

The Hollywood advertising code also came under fire of the Committee which said "The Predominance of crime, horror, violence, and sex portrayed in film advertisements not only transgresses upon good taste, but also constitutes a genuinely harmful influence on young people."

Television, radio, and comic book industries have set up voluntary industry police systems at the suggestion of the Senate Committee which plans a review of their activities in 1956. Two bills by Senator Kefauver (S. 728 and S. 959) make a concerted attack on the problem of juvenile delinquency. The Committee continues its investigation next year.

ROBERT FANGMEIER

Is There Any Stopping Point?

(Continued from page 1)

Lt. Col. Burton E. McKenzie, commandant of the school, insisted however that no one had yet been hospitalized for physical or psychiatric reasons in the course.

One cannot help but wonder what other courses we are offering men in our armed forces? Do we have a course, for example, in "the Interrogation and Treatment of War Prisoners" in which we teach an especially selected group of young men the arts of torture, "not short of breaking minds and bodies" so that we too can extract information from war prisoners of the enemy (whoever and whenever)? Do we have a course in "Suicide Techniques" to be offered to those individuals—especially officers—who might be in possession of unusually valuable information which they might divulge to the enemy under torture even after having had the beginning course in "Survival"? And then too, do we not have a course in, "How to Liquidate Fellow Prisoners Who Seem to be at the Breaking Point and Almost Ready to Confess, But Do Not Seem Disposed to Commit Suicide"? Is not such a course a military necessity—and therefore beyond the reach of moral judgment?

Is there any stopping point once we become involved in the whole process of military preparations? This is the question highlighted by this newest disclosure of the nature of military training—the question which all Christians must ask themselves. Is there any stopping point? Or is it true, as it seems to some of us, that once one embarks upon the whole program of modern military activity there is no limit to the brutality and degradation and callousness that may be cultivated by human beings in the name of military necessity.

"What! In Our Army?"

One's first impulse when he reads of such dismal and degrading activity as that practised in the survival school is to write to our country's congressional and administrative leaders saying, "Not in our Army!" Yet down underneath we know that this is a waste of time. Armies will teach *anything* and in *any way* that they think will help to achieve their stated end of survival. If survival is the chief end of our culture, then whatever it does, the military is right and there is no place for a Christian criticism of military procedures. If survival is not the chief end of our culture, then it is time that American Christians are saying so and in no uncertain terms.

BARTON HUNTER

"An Unbroken Line of Love"

"The wonderful boxes of clothing, notions, clean up kits, cloth . . . arrived and we are so pleased . . ."

"I am reporting that the boxes have arrived from your department . . . we were surely needing these things . . . baby items were especially needed."

"I want to express to you, in behalf of our missionary group, their very grateful appreciation for the ten drums of supplies which came out to the Philippines with our freight."

Gifts of clothing, shoes, bedding, towels, school supplies, vitamins, layettes, sewing materials, bandages, hospital gowns and other items come from hundreds of local Disciples of Christ Churches to the Department of Social Welfare where they are sorted, repacked and shipped to Mission fields and other needy areas. During the last missionary year—July 1, 1954 to June 30, 1955—16,606 pounds of service gifts and material aid items were shipped to Belgian Congo, Philippines, Japan, Thailand, Puerto Rico, Church World Service, Hilfswerk (Protestant Relief Agency at Stuttgart, Germany), and to Disciples' Chaplains in Korea as well as to home missions institutions, migrant centers and other worthy causes.

Some 2,375 parcels were received at Missions Building, a receipt card made out with all available information for each one and filed. Each parcel was opened, its contents sorted and packed for shipment to the field where such items would be of the best use. Designated gifts always are handled with consideration for the request unless the material is not suitable for the place for which the donor has designated it.

In \$ and ¢ . . .

Church groups including Christian Women's Fellowships, adult classes, youth and children's organizations have been very generous in sending goods in excellent condition, for the most part, as well as forwarding a cash contribution to help defray shipping and handling costs. An example of shipping costs may be of interest. A shipment of 1,165 pounds sent to Belgian Congo costs the department approximately \$298.00 plus additional expense of getting it ready for shipping, such as salary of person who does the packing, cost of containers, paper to line boxes, etc. The department tries to send two shipments a year to each mission field where goods can enter without a too high rate of duty.

Through Cooperation . . .

In making shipments to some countries the department is able to use the facilities of cooperative agencies. A case in point is Japan. Recently Hallam Shorrock, director of Japan Church World Service, advised that sending supplies "through the Society (UCMS) and Church World Service is much better than sending them through the regular mail." Two factors substantiate this procedure: 1. goods routed through Church World Service channels go into Japan duty free; 2. the ocean freight is paid. The goods is allocated by the 46 Prefectural Church World Service Committees thus insuring a just and equitable distribution to all needy areas.

In the Lives of People . . .

Hilfswerk at Stuttgart, Germany, is another example of the use which is made of cooperative channels. An August communication from that agency acknowledges receipt of 7 drums of mixed clothing including a large quan-

tity of baby items with the following comments: All the mothers have many children, many expecting babies and all of them are desperately poor . . . Mothers have their troubles all over the world but the problems which these mothers have to face are heavier and more serious than most of ours . . . it starts with lack of material things . . . it is followed with constant fear . . . I sat listening to these mothers' troubles and stories and there was little one could say over and beyond letting them know that the world has not forgotten them and that we would go on helping them as much as we can.

"The only deplorable item about this constant help of yours is that I cannot promise to send you original letters of thanks from the recipients . . ."

And so it is, boxes and drums of goods constantly flow in and out Missions Building forming an unbroken line of love between the churches and the needy places of the world.

RUTH E. MILNER

A Hope Realized . . .

(Continued from page 1)

for an exchange student, Siegfried Harrach, to spend a year in their community in high school. This young man was a great help in interpreting for the Dorths and in helping them learn English. By February, 1954, Mr. Dorth was able to provide a home for his parents and they too arrived in Connersville where they soon became a part of the community.

Now, for a third time, the people in Central Christian Church in Connersville, Indiana, are reaching out in Christian concern to receive another person in need of help. At the time the Dorths arrived, Mr. Montgomery said, "Although we are sure the Dorths will profit by being in America we are even more confident that we are the ones who will receive the greatest benefit from the association." This statement has proven to be true. We know that the same enriching experiences lie ahead for all persons involved as Mrs. Ribitch enters the life and fellowship of the Connersville community.

ELLA L. WILLIAMS